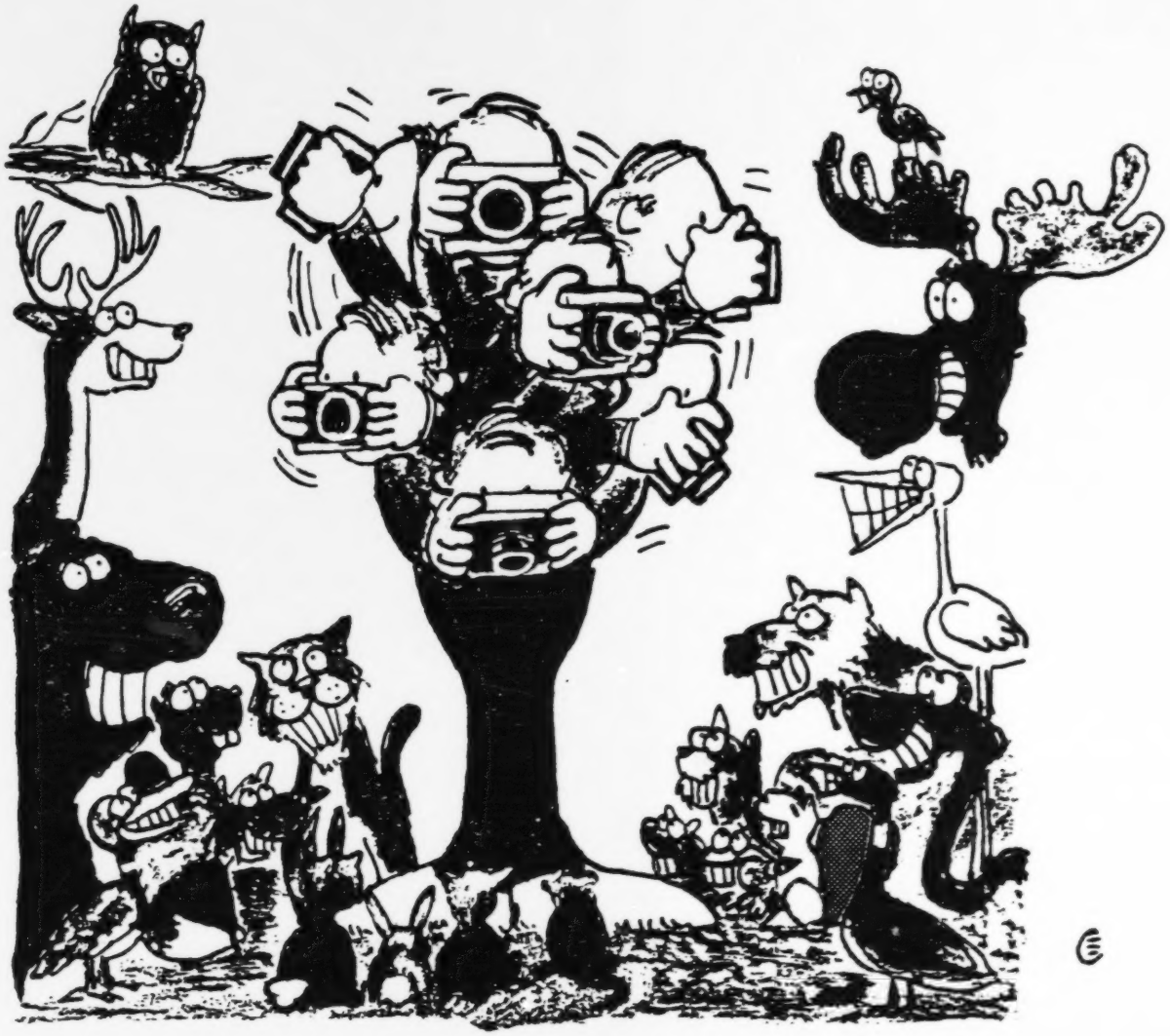
TOURISM BRITISH COLUMBIA

TOURISM HIGHLIGHTS 1982



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SUMMARY OF 1982 PROVINCIAL TOURISM

TOURISM REVENUE REACHED $2.009 BILLION IN 1982.

TOTAL OVERNIGHT VISITORS TRAVELLING IN BRITISH COLUMBIA DURING 1982 WAS 11.48 MILLION.*

RESIDENT TRAVELLERS FORMED THE LARGEST GROUP IN BOTH REVENUE AND NUMBER OF PERSON-TRIPS ACCOUNTING FOR $910 MILLION OR 46% OF TOTAL TOURISM REVENUE AND 5.5 MILLION OR 48% OF TOTAL PERSON TRIPS.

FIVE HUNDRED AND SEVENTY MILLION WAS SPENT BY THE 2.9 MILLION VISITORS FROM OTHER CANADIAN PROVINCES AND THE TERRITORIES.

VISITORS FROM THE UNITED STATES ACCOUNTED FOR MORE THAN 2.5 MILLION PERSON-TRIPS AND CONTRIBUTED $365 MILLION TO TOURISM REVENUE.

OVERSEAS VISITORS ACCOUNTED FOR 440,000 PERSON-TRIPS AND $164 MILLION IN TOURISM REVENUE.

I INTRODUCTION

BRITISH COLUMBIA DERIVES REVENUE FROM MILLIONS OF PEOPLE EACH YEAR WHO TRAVEL TO AND WITHIN THE PROVINCE. THE PROVINCE OFFERS TRAVELLERS DIVERSE SCENERY, NUMEROUS PARKS AND ATTRACTIONS AND A FAVOURABLE CLIMATE.

THE SPECTACULAR NATURAL RESOURCES OF THE PROVINCE PROVIDE AN ARRAY OF LAND AND WATER BASED ACTIVITIES SUCH AS MOUNTAINEERING, ALPINE SKIING, HUNTING, SPORT FISHING, PLEASURE BOAT CRUISING, CANOEING AND SCUBA DIVING. TRAVELLERS CAN EXPERIENCE HOTSPRINGS, RESORTS, CAMPS AND DUDE RANCHES OR VISIT THE NUMEROUS MAN-MADE ATTRACTIONS WHICH PROVIDE ENTERTAINMENT AND RECREATION.

TOURISM IS THE THIRD LARGEST REVENUE GENERATING INDUSTRY IN BRITISH COLUMBIA. IN 1982, TOURISM REVENUE MAINTAINED ITS TWO BILLION DOLLAR LEVEL ACHIEVED IN 1981 AND CONSTITUTED APPROXIMATELY 5% OF THE GROSS PROVINCIAL PRODUCT.

* THE TERM VISITOR IS USED SYNONYMOUSLY WITH PERSON-TRIP. FOR DEFINITIONS PLEASE REFER TO THE GLOSSARY OF TERMS.

II TOURISM REVENUE AND VISITOR VOLUME IN BRITISH COLUMBIA

TOURISM REVENUE IN BRITISH COLUMBIA TOTALLED $2.009 BILLION IN 1982. B.C. RESIDENTS REPRESENTED THE MOST SIGNIFICANT TOURIST MARKET, ACCOUNTING FOR MORE THAN $910 MILLION OR 46% OF TOTAL REVENUE. NON-RESIDENT TOURISTS CONTRIBUTED $1,099 MILLION AND MADE OVER 5.9 MILLION PERSON-TRIPS TO THE PROVINCE.

THE FOLLOWING TABLES SHOW THE BREAKDOWN OF REVENUE AND PERSON-TRIPS BY VISITOR ORIGIN IN 1982 COMPARED TO 1981 AND PERCENTAGE OF REVENUE AND PERSON-TRIPS BY ORIGIN IN 1982.

TABLE I

1982 REVENUES AND VISITOR VOLUMES COMPARED TO 1981

	REVENUE $(000,000)			VISITORS (PERSON-TRIPS '000)		
	1981	1982	% Change	1981	1982	% Change
B.C. RESIDENTS	950	910	-4.2	6,100	5,550	-9.0
NON-RESIDENTS						
CANADIAN	560	570	+1.8	3,200	2,930	-8.4
U.S.	355	365	+2.8	2,725	2,560	-6.1
OVERSEAS	155	164	+5.8	455	440	-3.3
	1,070	1,099	+2.7	6,380	5,930	-7.1
TOTAL	2,020	2,009	-0.5	12,480	11,480	-8.0

TABLE II

PROPORTION OF 1982 REVENUES AND VISITOR VOLUMES BY MARKET AREAS

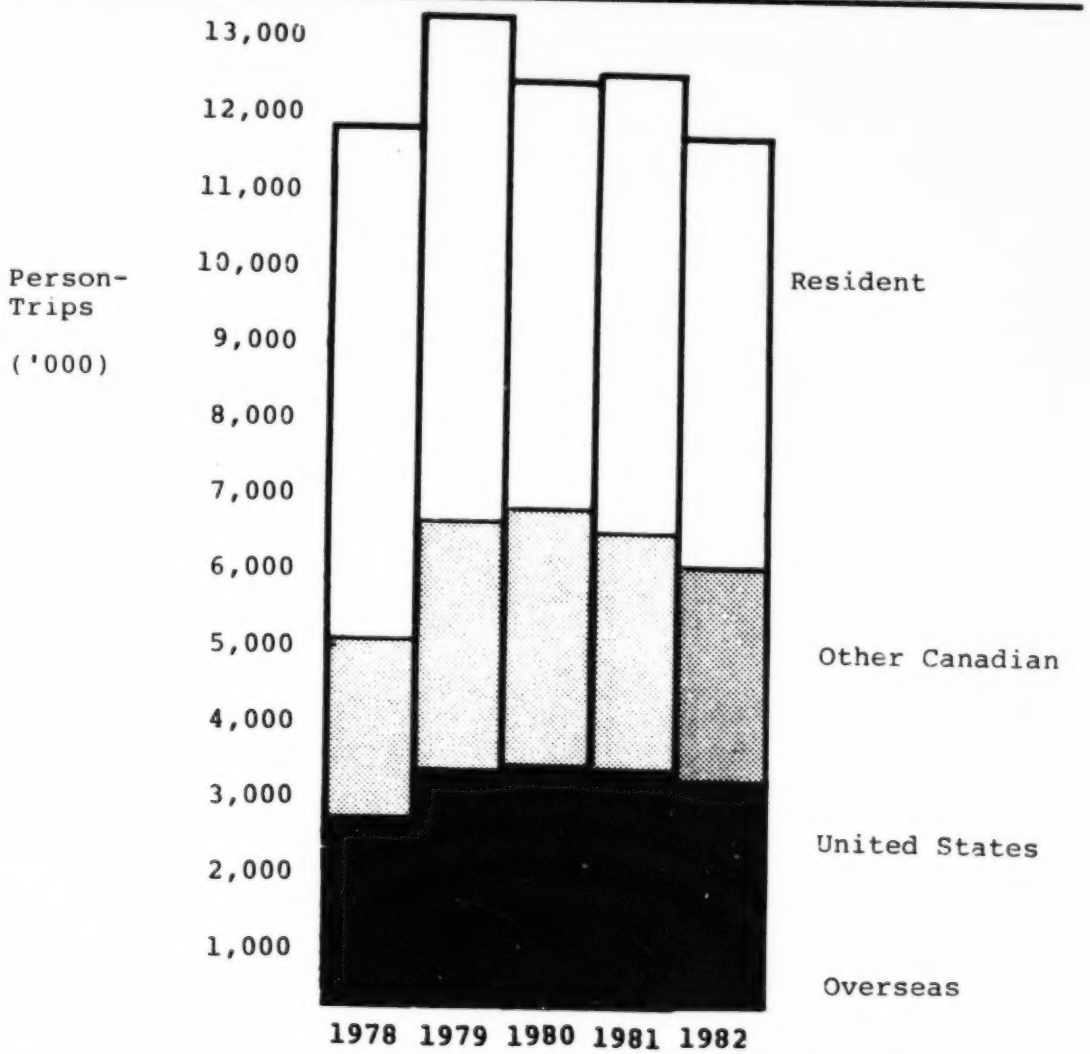
	REVENUE $(000,000)	%	VISITORS (PERSON-TRIPS '000)	%
B.C. RESIDENTS	910	46	5,550	48
NON-RESIDENTS				
CANADIAN	570	28	2,930	26
U.S.	365	18	2,560	22
OVERSEAS	164	8	440	4
	2,009	100	11,480	100

VOLUME OF VISITORS BY ORIGIN 1978-1982

BRITISH COLUMBIA RESIDENTS CONTINUED TO MAINTAIN THE LARGEST MARKET SHARE OF VISITORS, ACCOUNTING FOR 48% OF THE TOTAL VISITORS IN 1982.

FIGURE 1

VOLUME OF VISITORS BY ORIGIN 1978-1982



VISITOR ORIGIN — PERSON-TRIPS ('000)

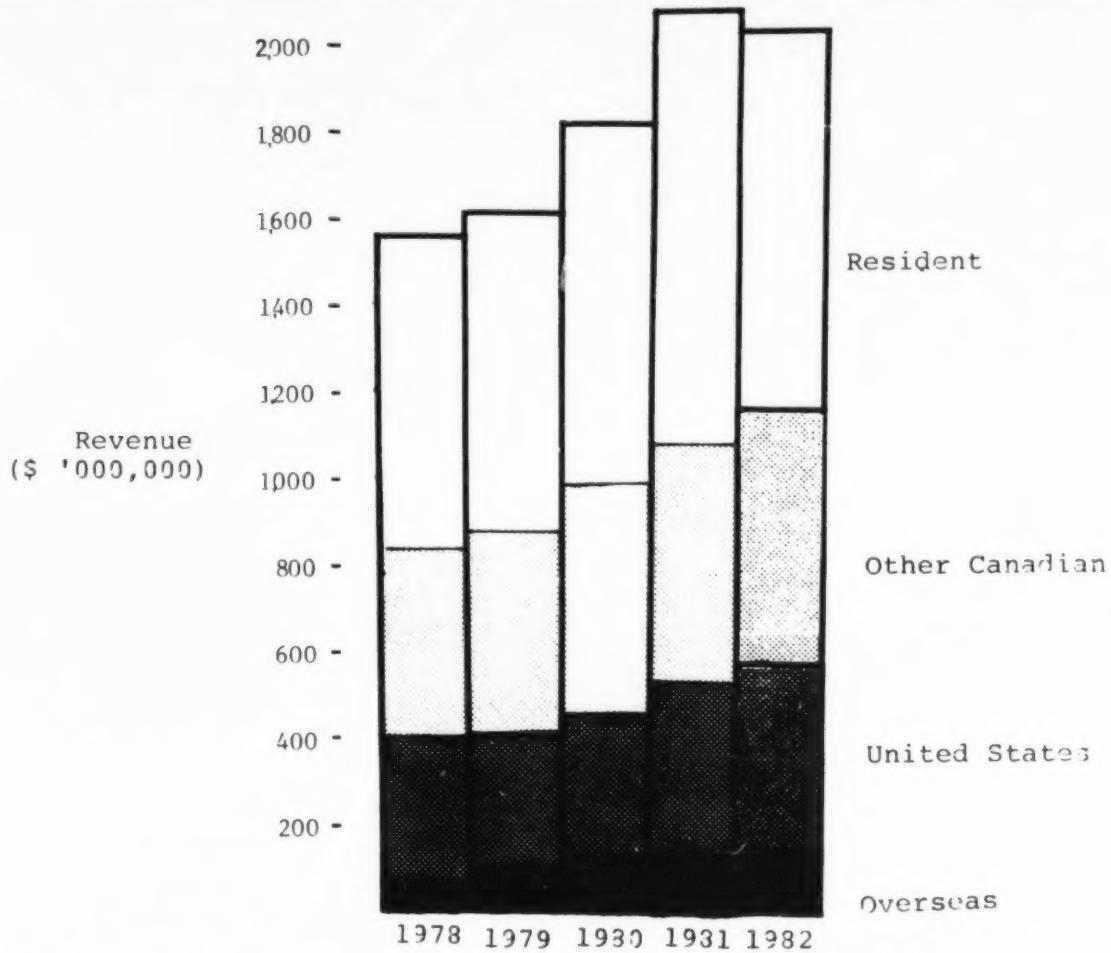
	1978	1979	1980	1981	1982
RESIDENT	6,560	6,750	5,800	6,100	5,550
OTHER CANADIAN	2,450	3,350	3,450	3,200	2,930
UNITED STATES	2,160	2,730	2,735	2,725	2,560
OVERSEAS	330	420	440	455	440
TOTAL	11,500	13,250	12,425	12,480	11,480

REVENUE BY VISITOR ORIGIN 1978-1982

TOURISM REVENUE INCREASED ANNUALLY UNTIL 1982 WHEN A SLIGHT DECLINE WAS EXPERIENCED DUE TO A REDUCTION IN TRAVEL FROM ALL VISITOR ORIGINS. BRITISH COLUMBIA RESIDENTS CONTINUED TO MAINTAIN THE LARGEST MARKET SHARE, ACCOUNTING FOR 46% OF TOTAL REVENUE IN 1982.

FIGURE 2

REVENUE BY VISITOR ORIGIN 1978-1982



VISITOR ORIGIN	TOURISM REVENUE $('000,000)				
	1978	1979	1980	1981	1982
RESIDENT	725	730	830	950	910
OTHER CANADIAN	425	460	515	560	570
UNITED STATES	324	300	325	355	365
OVERSEAS	78	110	130	155	164
TOTAL	1,552	1,630	1,800	2,020	2,009

TABLE III

PER DIEM EXPENDITURE, AVERAGE LENGTH OF STAY AND EXPENDITURE PER PERSON-TRIP BY ORIGIN OF VISITOR

VISITOR ORIGIN	PER DIEM EXPENDITURE ($)	AVERAGE LENGTH OF STAY (DAYS)	EXPENDITURE PER PERSON-TRIP ($)
RESIDENT	41	4.0	164
OTHER CANADIAN	27	6.8	184
U.S.	34	4.2	143
OVERSEAS	37	10.0	370
AVERAGE	35	5.0	175

III REGIONAL MARKET SHARE

THE MAJORITY OF OUR VISITORS TRAVEL AROUND THE PROVINCE STAYING IN MORE THAN ONE TOURIST REGION. THE NINE TOURIST REGIONS HOST TRAVELLERS TO VARYING DEGREES. TOGETHER VANCOUVER ISLAND AND SOUTHWESTERN BRITISH COLUMBIA ACCOMMODATED OVER HALF OF THE TOTAL VISITORS IN THE PROVINCE IN 1982.

THE TABLE AND FIGURE WHICH FOLLOW INDICATE THE NUMBER OF VISITORS AND THE AMOUNT OF REVENUE THEY GENERATE IN EACH REGION.

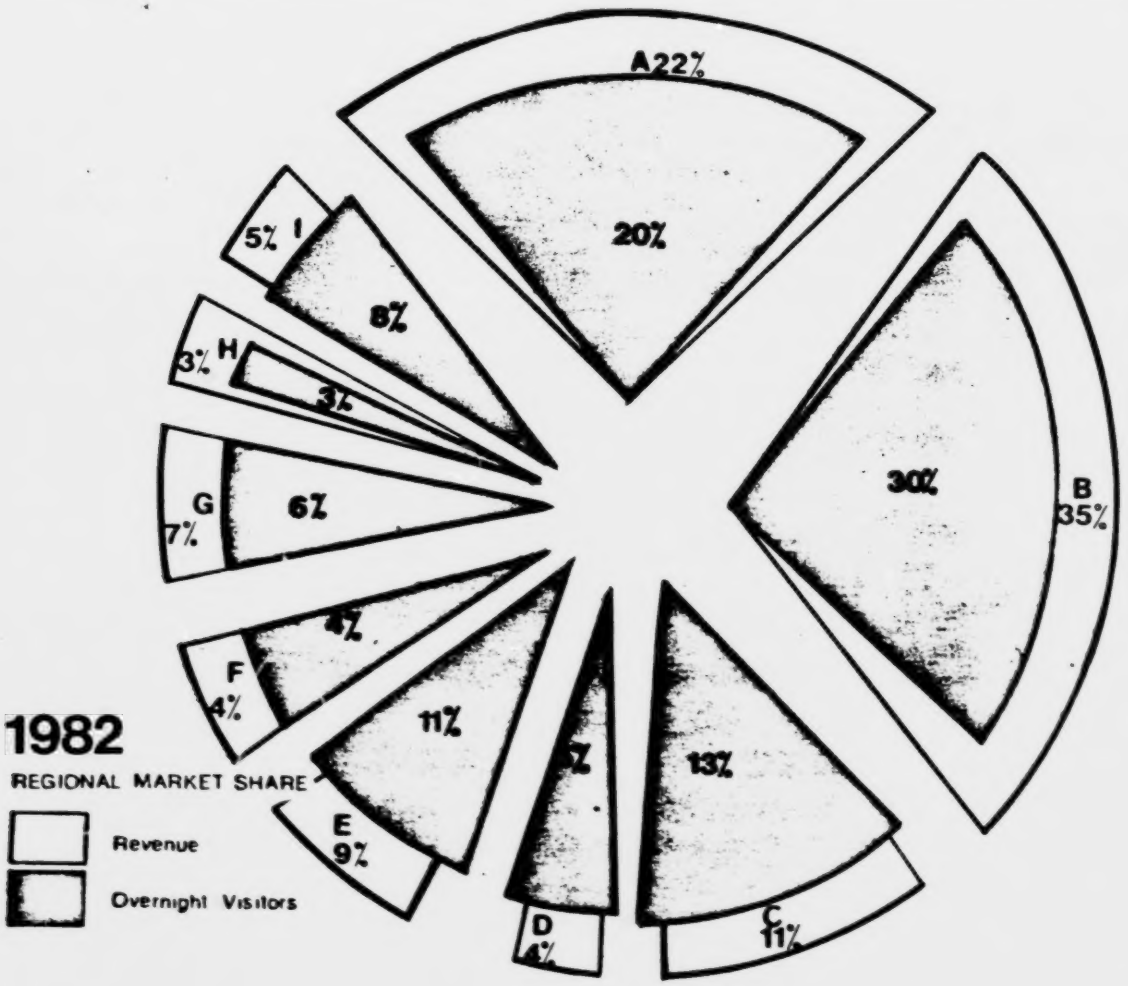
TABLE IV

REGIONAL MARKET SHARE IN 1982

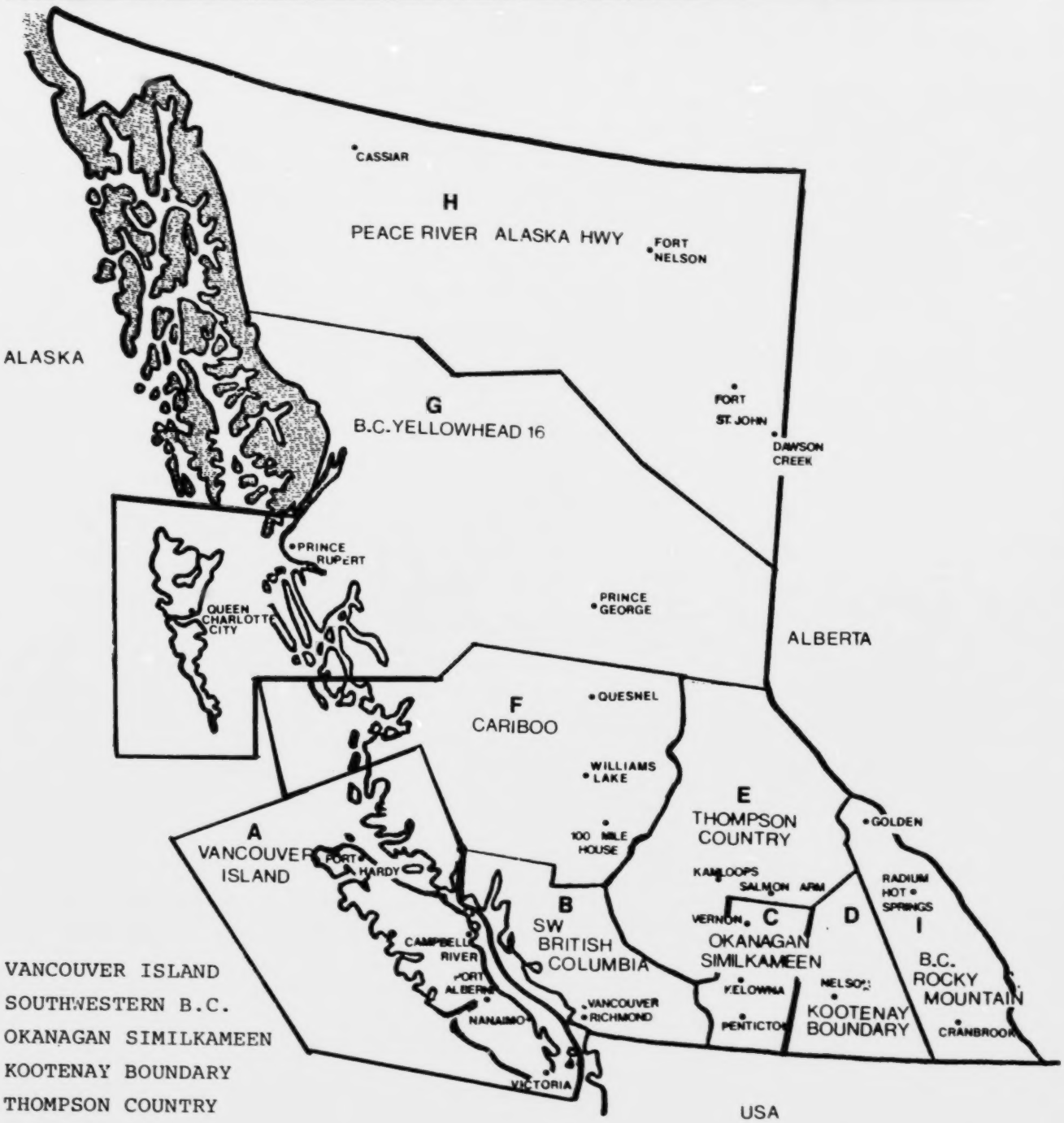
	REGION	REVENUE $('000,000)	PERSON-TRIPS ('000)
A	VANCOUVER ISLAND	445	2,310
B	SOUTHWESTERN B.C.	695	3,460
C	OKANAGAN SIMILKAMEEN	230	1,470
D	KOOTENAY BOUNDARY	84	550
E	THOMPSON COUNTRY	175	1,275
F	CARIBOO	70	480
G	B.C. YELLOWHEAD 16	150	745
H	PEACE RIVER ALASKA HIGHWAY	50	290
I	B.C. ROCKY MOUNTAIN	110	900
		2,009	11,480

FIGURE 3

REGIONAL MARKET SHARE 1982



BRITISH COLUMBIA TOURISM REGIONS



A VANCOUVER ISLAND
B SOUTHWESTERN B.C.
C OKANAGAN SIMILKAMEEN
D KOOTENAY BOUNDARY
E THOMPSON COUNTRY
F CARIBOO
G B.C. YELLOWHEAD 16
H PEACE RIVER ALASKA HWY
I B.C. ROCKY MOUNTAIN

IV EXPENDITURE BREAKDOWN

THE AVERAGE PER DIEM EXPENDITURE BY EACH VISITOR IN 1982 WAS $35.00. TRANSPORTATION COSTS MADE UP THE LARGEST SHARE OF THE EXPENDITURE FOLLOWED BY RESTAURANT MEALS, ACCOMMODATION, SHOPPING, RECREATION AND ENTERTAINMENT AND GROCERIES.

TABLE V

EXPENDITURES BY TYPE IN 1982

	EXPENDITURES $('000,000)	PROPORTION OF TOTAL EXPENDITURE
TRANSPORTATION	482	24%
RESTAURANT MEALS	462	23%
ACCOMMODATION	402	20%
SHOPPING	321	16%
RECREATION/ENTERTAINMENT	181	9%
GROCERIES	161	8%
	2,009	100%

THESE EXPENDITURES REALIZED $482 MILLION TO THE TRANSPORTATION SECTOR, $402 MILLION WITHIN THE ACCOMMODATION SECTOR, $462 MILLION TO FOOD SERVICES ESTABLISHMENTS, AND $663 MILLION TO RECREATION, ENTERTAINMENT, SHOPPING AND OTHER PERSONAL SERVICES.

THE "TOURISM PLANT" WHICH RECEIVES THESE REVENUES IS QUITE DIVERSE, ENCOMPASSING MORE THAN 10,000 BUSINESSES WHICH CATER DIRECTLY TO VISITORS. THESE OPERATIONS RANGE FROM FULL SERVICE HOTELS TO FISHING CAMPS AND FROM TRANSCONTINENTAL AIRLINES TO TAXI COMPANIES.

TOURISM DIRECTLY EMPLOYS APPROXIMATELY 70,000 PERSONS. IN ADDITION, HUNDREDS OF BUSINESSES BENEFIT FROM TOURISM INDIRECTLY BY PROVIDING SUPPLIES TO SUPPORT THE SERVICE SECTOR.

V BRITISH COLUMBIA TOURISM MARKET AREAS

1. BRITISH COLUMBIA RESIDENTS

BRITISH COLUMBIA RESIDENTS CONSTITUTED THE LARGEST SEGMENT OF TRAVELLERS IN THE PROVINCE WITH OVER 5.5 MILLION PERSON-TRIPS IN 1982 OR 48% OF TOTAL PERSON-TRIPS. THERE WAS A DECREASE OF 9% FROM THE 6.1 MILLION PERSON-TRIPS MADE BY RESIDENTS IN 1981.

THE DECLINE IN THE VOLUME OF TRAVEL BY BRITISH COLUMBIA RESIDENTS WITHIN THE PROVINCE IN 1982 MAY BE ATTRIBUTED TO FACTORS SUCH AS THE ECONOMIC RECESSION.

2. OTHER CANADIANS

THE NEIGHBOURING PROVINCE OF ALBERTA PROVIDES BRITISH COLUMBIA WITH ITS LARGEST SINGLE GROUP OF NON-RESIDENT TRAVELLERS.

THE VOLUME OF TRAVEL FROM CANADIANS OUTSIDE OF B.C. INCREASED ANNUALLY FROM 1978 TO 1981. IN 1982 OTHER CANADIAN TRAVELLERS ACCOUNTED FOR OVER 2.9 MILLION PERSON-TRIPS, A DECREASE OF 8% FROM THE 1981 VOLUME OF 3.2 MILLION PERSON-TRIPS. THIS WAS THE SECOND CONSECUTIVE YEAR OF DECLINING TRAVEL FROM THIS MARKET AREA. THE DECREASE MAY BE ATTRIBUTED TO SEVERAL CAUSES INCLUDING DECLINING DISPOSABLE INCOMES AND THE RISING COSTS OF LONG DISTANCE TRAVEL.

THE TWO TABLES WHICH FOLLOW INDICATE THE NUMBER OF CANADIANS ENTERING BRITISH COLUMBIA FROM OTHER PROVINCES AND THE UNITED STATES. IT SHOULD BE NOTED THAT THESE NUMBERS ALSO INCLUDE B.C. RESIDENTS RETURNING HOME.

TABLE VI

CANADIAN RESIDENTS
ENTERING B.C. VIA THE U.S.

YEAR	NUMBER OF RESIDENTS
1982	6,845,438
1981	6,370,082
1980	6,858,269
1979	7,073,726
1978	7,666,391

SOURCE: TRAVEL BETWEEN CANADA AND OTHER COUNTRIES, STATISTICS CANADA

TABLE VII

TRANS CANADA HIGHWAY 1 - WESTBOUND TRAFFIC
THROUGH ROGERS PASS, BRITISH COLUMBIA

YEAR	PASSENGERS IN VEHICLES
1982	1,233,724
1981	1,369,182*
1980	1,471,984
1979	1,347,000
1978	1,245,000

* THE 1981 FIGURE IS AN ESTIMATE. TRAFFIC COUNTER DIFFICULTIES WERE EXPERIENCED DURING JUNE THROUGH SEPTEMBER AND ESTIMATES ONLY WERE AVAILABLE FOR THESE MONTHS.

SOURCE: PARKS CANADA.

3. UNITED STATES

BRITISH COLUMBIA'S MAJOR MARKETS IN THE UNITED STATES ARE THE WESTERN STATES OF WASHINGTON, OREGON AND CALIFORNIA.

FROM 1978 TO 1981, TRAVEL FROM THE UNITED STATES TO BRITISH COLUMBIA GREW SLIGHTLY. IN 1982, THE VOLUME OF PERSON-TRIPS BY U.S. VISITORS DECREASED 6% FROM 2,725 MILLION IN 1981 TO 2,560 IN 1982. THIS SECOND YEAR OF DECLINE MAY BE ATTRIBUTED TO SEVERAL FACTORS INCLUDING INCREASED COSTS OF TRAVEL, THE GENERAL ECONOMIC DOWNTURN AND GROWING COMPETITION FROM OTHER DESTINATIONS.

TABLE VIII

U.S. RESIDENTS ENTERING B.C. FOR ONE OR MORE NIGHTS
BY ALL MODES OF TRANSPORTATION

YEAR	NUMBER OF RESIDENTS
1982	1,541,593
1981	1,633,576
1980	1,660,168
1979	1,652,926
1978	1,702,423

SOURCE: TRAVEL BETWEEN CANADA AND OTHER COUNTRIES, STATISTICS CANADA.

TABLE IX

TOTAL U.S. RESIDENTS ENTERING B.C. VIA THE U.S. BY ALL MODES OF TRANSPORTATION

YEAR	NUMBER OF RESIDENTS
1982	3,221,551
1981	3,523,697
1980	3,380,926
1979	3,620,767
1978	3,353,487

SOURCE: TRAVEL BETWEEN CANADA AND OTHER COUNTRIES, STATISTICS CANADA.

4. OVERSEAS

BRITISH COLUMBIA'S MAJOR OVERSEAS MARKETS ARE THE UNITED KINGDOM, JAPAN AND GERMANY.

IN 1982, OVERSEAS VISITORS TO BRITISH COLUMBIA TOTALLED 440,000 PERSON-TRIPS OR 4% OF TOTAL PERSON-TRIPS. THIS REPRESENTS A DECREASE OF OVER 3% FROM THE 1981 VOLUME OF 455,000. OVERSEAS EXPENDITURES ROSE FROM $155 MILLION IN 1981 TO $164 MILLION IN 1982.

TABLE X

ORIGIN OF OVERSEAS VISITORS TO B.C.

COUNTRY OF ORIGIN	RANK IN VISITOR VOLUME TO B.C.
UNITED KINGDOM	1
JAPAN	2
WEST GERMANY	3
AUSTRALIA	4
HONG KONG	5
NETHERLANDS	6
MEXICO	7

SOURCE: TRAVEL BETWEEN CANADA AND OTHER COUNTRIES, STATISTICS CANADA.

VI ACCOMMODATION

BRITISH COLUMBIA OFFERS ALL TYPES OF ACCOMMODATION FOR VISITORS RANGING FROM RUSTIC CABINS AT HUNTING AND FISHING CAMPS TO LUXURY ACCOMMODATION AT VACATION RESORTS. THERE ARE 2100 OF THESE ESTABLISHMENTS PROVIDING OVER 70,000 ACCOMMODATION UNITS.

TABLE XI

1982 ACCOMMODATION ESTABLISHMENTS BY REGION

REGION	HOTEL	MOTEL	RESORT	CAMPGROUND	TOTAL
A VANCOUVER ISLAND	84	147	116	91	439
B SOUTHWESTERN B.C.	103	107	24	59	293
C OKANAGAN SIMILKAMEEN	27	150	33	79	260
D KOOTENAY BOUNDARY	15	62	26	48	151
E THOMPSON COUNTRY	28	103	73	90	294
F CARIBOO	16	47	99	97	259
G B.C. YELLOWHEAD 16	35	61	47	49	192
H PEACE RIVER ALASKA HWY	15	47	18	18	98
I B.C. ROCKY MOUNTAIN	13	54	26	21	114
	336	778	462	552	2,100

NOTE: THERE ARE SOME DOUBLE CLASSIFICATIONS, E.G. A MOTEL AND CAMPGROUND OPERATION ARE LISTED UNDER TWO CATEGORIES. ALL THESE ESTABLISHMENTS ARE REGISTERED IN THE TOURISM BRITISH COLUMBIA ACCOMMODATION GUIDE 1982.

TABLE XII

PERCENTAGE OF ACCOMMODATION UNITS BY REGION

REGION	HOTEL	MOTEL	RESORT	CAMPGROUND
A VANCOUVER ISLAND	21	21	22	19
B SOUTHWESTERN B.C.	46	17	6	17
C OKANAGAN SIMILKAMEEN	8	19	9	18
D KOOTENAY BOUNDARY	2	5	8	8
E THOMPSON COUNTRY	6	14	15	15
F CARIBOO	2	5	13	9
G B.C. YELLOWHEAD 16	9	7	10	6
H PEACE RIVER ALASKA HWY	4	6	5	2
I B.C. ROCKY MOUNTAIN	2	6	12	6
	100%	100%	100%	100%

TABLE XIII

1982 ANNUAL REGIONAL HOTEL OCCUPANCY

REGION	% OF OCCUPANCY	% DECREASE FROM 1981
A VANCOUVER ISLAND	54.9	15.4
B SOUTHWESTERN B.C.	60.5	18.1
C OKANAGAN SIMILKAMEEN	52.2	26.5
D KOOTENAY BOUNDARY*	56.9	15.9
E THOMPSON COUNTRY	56.4	20.0
F CARIBOO	46.5	13.4
G B.C. YELLOWHEAD 16	45.9	24.2
H PEACE RIVER ALASKA HWY	38.9	26.8
I B.C. ROCKY MOUNTAIN*	56.9	15.9
PROVINCIAL AVERAGE	56.9	18.5

* REGION D AND I ARE COMBINED AS ONE REGION FOR OCCUPANCY SURVEY.

SOURCE: TRENDS IN THE HOTEL INDUSTRY BRITISH COLUMBIA: PANNELL KERR FORSTER CAMPBELL SHARP MANAGEMENT CONSULTANTS.

THE PERCENTAGE OF HOTEL OCCUPANCY ON A PROVINCE WIDE BASIS IN 1982 DECREASED BY 18.5% FROM 1981. AVERAGE DAILY ROOM RATES INCREASED BY 12.9% FROM THE PREVIOUS YEAR. REVENUE FROM ROOM SALES DECREASED BY 6.3% FROM 1981.

VII LENGTH OF STAY

TRAVELLERS IN BRITISH COLUMBIA SPENT AN AVERAGE OF FIVE DAYS WHILE TOURING THE PROVINCE. THE LENGTH OF STAY VARIES BY ORIGIN OF TRAVELLER. WHILE TOURING THE PROVINCE VISITORS STAYED A TOTAL OF OVER 57 MILLION NIGHTS IN BRITISH COLUMBIA.

TABLE XIV

LENGTH OF STAY AND PERSON-NIGHTS BY VISITOR ORIGIN

	AVERAGE LENGTH OF STAY PER TRIP	PERSON-NIGHTS ('000)	%
B.C. RESIDENTS	4.0 DAYS	22,200	39
CANADIAN	6.8 DAYS	19,924	35
UNITED STATES	4.2 DAYS	10,752	19
OVERSEAS	10.0 DAYS	4,400	7
		57,076	100

THE SEASONAL DISTRIBUTION OF TOURISTS IS ESTIMATED TO BE AS FOLLOWS:

SPRING (APRIL - MAY)	15%
SUMMER (JUNE - SEPTEMBER)	56%
FALL (OCTOBER - NOVEMBER)	11%
WINTER (DECEMBER - MARCH)	18%

VIII CONVENTIONS AND INCENTIVE TRAVEL, SKI INDUSTRY AND FILM DEVELOPMENT

THERE ARE A WIDE VARIETY OF SERVICES PROVIDED BY THE PUBLIC AND PRIVATE SECTORS WHICH ENCOURAGE GROWTH IN TOURISM REVENUES.

CONVENTION BUSINESS GENERATES OVER $200 MILLION IN REVENUE ANNUALLY IN B.C. INCENTIVE TRAVEL GENERATES $34 MILLION TO $40 MILLION.

THERE ARE OVER 75 SKI CENTRES IN B.C. VARYING FROM LOCAL COMMUNITY CENTRES AND REGIONAL SKI CENTRES TO DESTINATION RESORTS. IN 1982 AN ESTIMATED REVENUE OF APPROXIMATELY $125 MILLION WAS DERIVED FROM SKIER EXPENDITURES AT THESE SKI CENTRES.

EIGHTEEN FEATURE FILM AND TELEVISION PRODUCTIONS WITH BUDGETS TOTALLING NEARLY $40 MILLION WERE UNDERTAKEN AT VARIOUS LOCATIONS IN THE PROVINCE. VARYING AMOUNTS OF THESE BUDGETS ARE SPENT IN COMMUNITIES FOR GOODS AND SERVICES AND EMPLOYING LOCAL HELP.

THERE ARE MANY MORE PROGRAMS AND SERVICES PROVIDED BY ALL LEVELS OF GOVERNMENT AND TOURIST RELATED ENTERPRISES WHICH SUPPORT AND IMPROVE THE TOURISM INDUSTRY IN BRITISH COLUMBIA.

IX SOURCES OF FURTHER INFORMATION ON TOURISM IN BRITISH COLUMBIA

EACH REGIONAL TOURIST ASSOCIATION EMPLOYS A MANAGING DIRECTOR TO DEVELOP AND PROMOTE TOURISM. INFORMATION ON LOCAL TOURISM MAY BE OBTAINED BY CONTACTING:

REGIONAL TOURIST ASSOCIATION/MANAGING DIRECTORS

REGION A VANCOUVER ISLAND	Mrs. Joyce Brookbank Tourism Assoc. of Vancouver Island Rm M36, 635 Humboldt Street Victoria, B.C. V8W 1Z7	382-3551 758-7632 (Nanaimo)
REGION B SOUTHWESTERN B.C.	Mr. Graham Bell Southwestern B.C. Tourist Assoc. Box 94449-(#2-5760 Minoru Boulevard) Richmond B.C. V6Y 2A8	270-6801
REGION C OKANAGAN SIMILKAMEEN	Mr. Bob Sheeley Okanagan Similkameen Tourist Assoc. Jubilee Pavilion (185 Lakeshore Drive) Penticton, B.C. V2A 1B7	492-6611
REGION D KOOTENAY BOUNDARY	Ms. Elaine Reiben (Acting) Kootenay Boundary Visitors Assoc. Box 172 (#2-560 Baker Street) Nelson, B.C. V1L 5P9	354-4831
REGION E THOMPSON COUNTRY	Mr. Duncan Myers Thompson Country Tourist Assoc. Box 298 (114 Hudson Street) Salmon Arm, B.C. V0E 2T0	832-8028
REGION F CARIBOO	Mr. Gordon Finlay Cariboo Tourist Assoc. Box 4900 (#6-160 Oliver Street) Williams Lake, B.C. V2G 2V8	392-2226
REGION G B.C. YELLOWHEAD 16	Ms. Wendy Moore B.C. Yellowhead 16 Travel Association P.O. Box 1030 (1277 Main Street) Smithers, B.C. V0J 2N0	847-5227
REGION H PEACE RIVER ALASKA HWY	Mr. Dick Sequens Peace River Alaska Hwy. Tourist Assoc. No. 14 - 9223 - 100th Street Fort St. John, B.C. V1J 4J3	785-2544
REGION I B.C. ROCKY MOUNTAIN	Mr. Don Foxgord B.C. Rocky Mountain Visitors Assoc. Box 10 (495 Wallinger Avenue) Kimberley, B.C. V1A 2Y5	427-7469

X GLOSSARY OF TERMS

THE FOLLOWING TERMS ARE USED IN THIS PUBLICATION:

BUSINESS TRAVELLERS	TRAVELLERS WHOSE PRIMARY OBJECTIVE IS TO CARRY OUT THE DUTIES OF THEIR EMPLOYMENT OR TO FURTHER THEIR BUSINESS OR PROFESSIONAL INTERESTS AND WHO TRAVEL AWAY FROM THEIR NORMAL PLACE OF RESIDENCE, STAY A MINIMUM OF ONE NIGHT AWAY FROM HOME AND THEN RETURN.
CAMPGROUNDS AND TRAILER PARKS	PROVIDE SITES FOR TENTS AND/OR RECREATIONAL VEHICLES. THEY MAY BE PUBLICLY OR PRIVATELY OWNED AND OPERATED. RESIDENTIAL TRAILER PARKS ARE NOT INCLUDED.
DAILY EXPENDITURE	THIS REFERS TO THE AMOUNT OF MONEY SPENT PER PERSON IN ONE DAY FOR TRANSPORTATION, ACCOMMODATION, MEALS, GROCERIES, RECREATION, ENTERTAINMENT AND GIFTS, ETC. WHILE TRAVELLING.
HOTELS	COMMERCIAL ESTABLISHMENTS IN WHICH UNITS ARE USUALLY ACCESSIBLE FROM THE INTERIOR. THIS DEFINITION INCLUDES MOTOR HOTELS, MOTOR INNS AND APARTMENT HOTELS.
MODE OF TRAVEL	THE TYPE OF TRANSPORTATION USED BY TRAVELLERS TO TRAVEL THE FURTHEST DISTANCE ON THE TRIP.
MOTELS	COMMERCIAL ESTABLISHMENTS IN WHICH UNITS ARE ACCESSIBLE FROM THE INTERIOR OR EXTERIOR AND WHICH PROVIDE PARKING FOR GUESTS. THIS INCLUDES AUTO COURTS AND MOTOR COURTS.
NON-RESIDENT TRAVELLER	A PERSON WHO TRAVELS IN BRITISH COLUMBIA BUT DOES NOT RESIDE IN THE PROVINCE.
OTHER CANADIAN TRAVELLER	DOES NOT RESIDE IN BRITISH COLUMBIA BUT LIVES IN ONE OF THE OTHER PROVINCES OR TERRITORIES OF CANADA.
OVERNIGHT VISITOR	A PERSON WHO TRAVELS AWAY FROM HIS/HER NORMAL PLACE OF RESIDENCE AND STAYS A MINIMUM OF ONE NIGHT AWAY FROM HOME (SEE PERSON-TRIP).

OVERSEAS TRAVELLER	PERSON WHO RESIDES IN A COUNTRY OTHER THAN CANADA OR THE UNITED STATES AND ITS TERRITORIES.
PARTY SIZE	THE NUMBER OF PEOPLE WHO CONSIDER THEMSELVES AS TRAVELLING TOGETHER ON THE TRIP.
PERSON-NIGHTS	A DERIVED MEASURE TO INDICATE THE TOTAL NUMBER OF NIGHTS SPENT BY PERSONS ON THE TRIP. PERSON-NIGHTS ARE CALCULATED BY MULTIPLYING PERSON-TRIPS BY TRIP DURATION.
PERSON-TRIP	ONE PERSON MAKING A TRIP OF ONE OR MORE NIGHTS E.G. A PERSON TRAVELLING ALONE EQUALS ONE PERSON-TRIP, A FAMILY OF FIVE PERSONS TRAVELLING TOGETHER EQUALS FIVE PERSON-TRIPS (SEE "TRIPS").
PLEASURE TRAVELLERS	TRAVELLERS WHOSE PRIMARY OBJECTIVE IS EITHER RECREATION OR PERSONAL AFFAIRS AS OPPOSED TO BUSINESS. THIS CATEGORY INCLUDES TRAVELLERS ON VACATION, WEEKEND RECREATION TRIPS, VISITING FRIENDS OR RELATIVES OR SHOPPING FOR PERSONAL GOODS.
RESIDENT TRAVELLER	A PERSON WHO RESIDES IN BRITISH COLUMBIA AND TRAVELS AWAY FROM HIS/HER NORMAL PLACE OF RESIDENCE FOR ANY PURPOSE, STAYS A MINIMUM OF ONE NIGHT AWAY AND THEN RETURNS.
RESORTS, LODGES	ESTABLISHMENTS WHICH OFFER RECREATIONAL ACTIVITIES IN ADDITION TO ACCOMMODATION. THEY MAY BE OPEN IN SUMMER, WINTER OR YEAR ROUND AND INCLUDE LODGES, COTTAGES, CABINS, FISHING AND HUNTING CAMPS AND GUEST RANCHES.
REVENUE	TOTAL EXPENDITURES BY TOURISTS TRAVELLING IN B.C.
TOURIST	SYNONYMOUS WITH TRAVELLER OR VISITOR AND IS DEFINED AS ANY INDIVIDUAL WHO TRAVELS AWAY FROM HIS/HER NORMAL PLACE OF RESIDENCE FOR ANY PURPOSE AND STAYS A MINIMUM OF ONE NIGHT AWAY FROM HOME.

TOURIST REGION	THE PROVINCE IS DIVIDED INTO NINE TOURIST REGIONS FOR TOURISM DEVELOPMENT AND PROMOTIONAL PURPOSES.
TRIP	A TRIP OCCURS EVERY TIME AN INDIVIDUAL OR GROUP TRAVELS AWAY FROM HIS OR THEIR NORMAL PLACE OF RESIDENCE FOR ANY PURPOSE AND STAYS A MINIMUM OF ONE NIGHT AWAY FROM HOME AND THEN RETURNS.
TRIP DURATION/ LENGTH OF TRIP	THE TOTAL NUMBER OF DAYS OR NIGHTS SPENT AWAY FROM HOME DURING THE TRIP.
TRIP EXPENDITURE PER PERSON PER DAY	IS CALCULATED BY DIVIDING THE TRIP EXPENDITURE PER PERSON BY THE TRIP DURATION.
TRIP PURPOSE	THE MAIN REASON FOR A TRIP. TRAVELLERS ARE CLASSIFIED AS BUSINESS OR PLEASURE TRAVELLERS OR BOTH.
UNITED STATES TRAVELLER	A PERSON WHO RESIDES IN THE UNITED STATES OR ITS TERRITORIES.